



**The International SeaKeepers Society hosted Bal de la Mer 2016 to honor Alexander W. Dreyfoos.**

Palm Beach, Florida – February 7<sup>th</sup> 2017 - The International SeaKeepers Society hosted Bal de la Mer 2016, to recognize SeaKeepers' Founding Member and Yachting Community Pioneer, Alexander W. Dreyfoos, for his extraordinary commitment to preserving our planet's oceans. The event was held at the Sailfish Club of Florida with the support of Dinner Chairs, Efrem "Skip" Zimbalist III & Paula Zimbalist. The special guest and award presenter of the evening was Fabien Cousteau, world renowned aquanaut and 2015 Bal de la Mer awardee.

Bal de la Mer 2016 took place on the evening of Saturday, January 28<sup>th</sup> 2017 after being rescheduled from October 2016 due to Hurricane Matthew. This year's awardee, Alexander Dreyfoos, is a Founding Member of SeaKeepers and chairman and owner of The Dreyfoos Group, a private capital management firm. Dreyfoos, an MIT and Harvard Business School Graduate, is best known for developing electronic equipment for the photography industry, having received an Oscar for his significant contribution to the motion picture industry.

Throughout the years, Alexander W. Dreyfoos has been committed to SeaKeepers' mission, initially becoming a Founder through his support of programming and funding of ocean research. He is also known for his passion for diving and coastal scenery and underwater landscape photography, having published a book of photos taken through the years of 1950-2013 and including 60 countries.

Dinner Chairs Efrem "Skip" Zimbalist III, Chairman and CEO of Active Interest Media (AIM), and his wife Paula Zimbalist were thrilled to chair this event honoring Yachting Community Pioneer Alexander Dreyfoos. AIM was founded 14 years ago as an enthusiast media company with more than 50 properties in the areas of boating, equine, healthy living, outdoor and specialty homes. Notable events include the Ft. Lauderdale International Boat Show, Warren Miller Ski Films and the World Series of Team Roping.

SeaKeepers would like to thank the following major sponsors for their event support: Annual Corporate Sponsors – World Fuel Services | Yacht Solutions and BWA Yachting; Award Sponsor – Atlass Insurance Group; DISCOVERY Sponsor – Camper & Nicholsons; Silent Auction Sponsor – Marine Industries Association of Palm Beach County & Invitation Sponsor – Abeking & Rasmussen.

SeaKeepers would also like to thank our media partners for their promotion during the lifetime of the event: Charterworld.com, Megayachtnews.com, SailBrasil Miami, SoFlaNights.com, Southern Boating, South Florida Luxury Guide, SuperYacht Industry, Venü Magazine, and Yachts International.

**About The International SeaKeepers Society®** The International SeaKeepers Society is a not-for-profit 501(c)(3) organization focusing on the health of the world's oceans and climate. SeaKeepers works with the boating and yachting community to take advantage of their unique potential in order to further marine research and to raise awareness about the issues our oceans face. The International SeaKeepers Society acts as a global catalyst working with governments, scientists, industry, and other marine organizations to further its mission and to support sensible, achievable marine protection and restoration. **For more information visit [www.seakeepers.org](http://www.seakeepers.org)**

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